

Competitive New Product Launches - 1997 & 1998**Pure, Glory & Herbal Gold - Tobacco Alternative, Inc.** (Reported 4/21/97)

Pure, Glory & Herbal Gold cigarettes were obtained from Denver, CO. Pure was previously tested in 1995 and Glory KS Regular was tested in 1996. The Pure KS Regular graphics were different from previous packaging. This was the first time Herbal Gold was received. Examples of advertising claims follow:

"Our Premium additive free tobacco cigarette is called PURE. The tobacco in PURE is 100 percent natural. No chemicals, flavorings, preservative, or reconstituted (recycled) tobacco are added. PURE is filtered and comes in full flavor, lights, and menthol (the menthol flavoring is put on the foil of the packaging and is not added to the tobacco)."

"GLORY cigarettes are price competitive with any generic cigarette anywhere. However, unlike generic and premium brands manufactured by the major tobacco companies, the tobacco in GLORY cigarettes is all natural and additive free. It has no added chemicals, flavoring, preservative, or recycled tobacco. GLORY is filtered and comes in regular and menthol."

"Finally, a cigarette that has no nicotine! That's right, HERBAL GOLD is made from all natural herbs and contains absolutely no nicotine. HERBAL GOLD is filtered and smokes just like tobacco cigarettes. Regular and menthol are available."

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>	<u>Menthol, mg/cigt</u>
Pure Full Flavor King Size (SP)	13.4	0.75	-
Pure Full Flavor Menthol King Size (SP)	12.4	0.82	0.38
Glory King Size (SP)	14.0	0.75	-
Glory Menthol King Size (SP)	13.4	0.85	0.41
Herbal Gold King Size (SP)	6.1	None	-
Herbal Gold Menthol King Size (SP)	7.1	None	1.52

Maverick Specials Full Flavor & Lights - Lorillard (Reported 4/21/97)

Maverick Specials, manufactured by Lorillard will replace Harley-Davidson. Maverick Specials is available in Full Flavor and Lights Long Size Box, Full Flavor and Lights King Size Soft Pack, and Full Flavor and Lights 100 Soft Pack. The package symbol is similar to the Harley shield and bar and states, "from the makers of Harley-Davidson cigarettes". Maverick is not a new trademark. Lorillard launched a product by that name in 1971 and again in 1981.

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>
Maverick Specials Full Flavor Long Size	12.5	0.87
Maverick Special Lights King Size	8.6	0.62

House Blend Full Flavor & Lights - Moonlight Tobacco (Reported 4/24/97)

House Blend Full Flavor King Size Box (14.2 mg tar, 1.10 mg nicotine) and House Blend Lights King Size Box (10.4 mg tar, 0.81 mg nicotine) cigarettes are manufactured by Moonlight Tobacco, a division of R. J. Reynolds. These brands are available in Chicago, Portland, New York, Seattle, Cleveland and North Carolina. The pack states, "Indulge yourself with HOUSE BLEND'S rich aroma and robust flavor. As satisfying as a good cup of coffee".

Red Kamel - National Launch (Reported 7/21/97) **No Pictures**

Reynolds launched Red Kamel Full Flavor (16.6 mg tar, 1.28 mg nicotine) and Red Kamel Lights (Box) (10.7 mg tar, 0.88 mg nicotine) nationally, after slightly more than a year in test markets. This product was introduced in 1908 by the Import Tobacco Manufacturing Co. and acquired by Reynolds in 1913. Red Kamel was discontinued in 1936. The reintroduced product package states, "Back After 80 Years For No Good Reason Except They Taste Good".

GPC Medium King Size & 100 - Line Extensions (Reported 8/6/97)

Brown & Williamson extended the GPC franchise with the introduction of GPC Medium King Size Box (10.1 mg tar, 0.69 mg nicotine) and GPC Medium 100 Box (11.8 mg tar, 0.81 mg nicotine).

Kentucky Blondes - Red Hawk Tobacco Co. (Reported 10/8/97)

These cigarettes are family owned (Red Hawk Tobacco Co.) and according to the TP# 42 KY on the pack, they are manufactured by Commonwealth Brands, Bowling Green, KY. Kentucky Blondes KS Soft Pack (13.2 mg tar, 0.79 mg nicotine), with a slogan of "Smoke Less But Smoke Better", features burley and dark fired tobacco, but no additives. A horseshoe appears on the cigarette rod paper instead of the name.

Mercer - Imperial Tobacco Co. (Reported 9/26/97)

Mercer and Mercer Lights cigarettes, manufactured by Imperial Tobacco of Montreal, Canada, were test marketed in Portland, Oregon. The cigarettes advertise "Natural 100% Tobacco" and "100% Additive-Free Tobacco".

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>
Mercer King Size (Box)	10.0	0.77
Mercer 100 (Box)	11.8	0.93
Mercer Lights King Size (Box)	8.1	0.70
Mercer Lights 100 (Box)	9.7	0.82

Lucky Strike Full Flavor & Lights - Reintroduced (Reported 10/20/97)

Brown & Williamson reintroduced Lucky Strike Full Flavor KS Box (14.2 mg tar, 1.07 mg nicotine) & Lucky Strike Lights KS Box (10.1 mg tar, 0.77 mg nicotine) in the New York area September 1995. Recently the test market expanded to California. The cigarettes received from California contained an insert called Lucky Trivia. This brand was previously manufactured by American Tobacco Co.

American Spirit King Size - New packaging (Reported 12/10/97)

American Spirit cigarettes manufactured by Santa Fe Natural Tobacco's new manufacturing facility located in New Oxford, NC were tested. American Spirit was previously manufactured in Miami, FL and Bowling Green, KY. This is the first time American Spirit has been received in a pale green soft pack (17.3 mg tar, 1.80 mg nicotine).

Malibu - New packaging (Reported 12/11/97)

Brown & Williamson sold six former American Tobacco discount brands to Commonwealth Tobacco (Bowling Green, KY), November 1, 1996. The sale included domestic rights to the Bull Durham,

Crowns, Malibu, Montclair, Riviera, and Special 10's brands. Commonwealth also acquired the Reidsville, NC plant, where the brands are manufactured. Malibu was relaunched with shipments beginning September 1, 1997. The entire line has new upscale packaging. Along with the existing Malibu products (Light 100, Menthol Light 100 & Ultra Light 100), Malibu is now available in three new slims 100 Box styles (Slim Lights, Menthol Slim Lights & Ultra Slim Lights).

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>	<u>Menthol, mg/cigt</u>
Malibu Lights 100	10.4	0.75	-
Malibu Lights Menthol 100	10.3	0.75	0.60
Malibu Lights Slims 100 (Box)	7.4	0.56	-
Malibu Lights Slims Menthol 100 (Box)	7.0	0.52	0.60
Malibu Ultra Lights 100	5.5	0.46	-
Malibu Ultra Lights Slims 100 (Box)	4.7	0.39	-

Salem Natural Menthol - Reynolds (Reported 1/6/98)

Reynolds is test marketing a new version of Salem on Long Island and in New York City. The new packaging is also being used on the original line of Salem products sold in the New York region. The slide box version has one cigarette in each pack that has green tipping paper. The other cigarettes in the pack have cork tipping. This version also has a card attached to each pack with a picture of the menthol plant and the following remarks: Naked Menthol, Free Range Menthol, Menthol In The Raw, and Virgin Menthol.

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>	<u>Menthol, mg/cigt</u>
Salem Natural Men KS (SP)	16.5	1.19	0.51
Salem Natural Men KS (Slide Box)	15.7	1.00	0.33
Salem Natural Men 100 (SP)	17.2	1.26	0.45
Salem Natural Men 100 (Box)	15.7	1.22	0.36
Salem Lights Natural Men KS (SP)	9.4	0.80	0.40
Salem Lights Natural Men KS (Slide Box)	9.1	0.69	0.38
Salem Lights Natural Men 100 (SP)	8.7	0.72	0.48
Salem Lights Natural Men 100 (Box)	8.1	0.72	0.47
Salem Ultra Lights Natural Men KS (SP)	5.0	0.46	0.31
Salem Ultra Lights Natural Men 100 (SP)	5.4	0.49	0.36
Salem Slim Lights Natural Men 100 (Box)	9.0	0.75	0.48

Kool - New Packaging (Reported 1/21/98)

Brown & Williamson is test marketing ten versions of Kool in a new packaging in Milwaukee, WI. The new packaging uses the brand's longtime waterfall advertising motif. The test market began in October, 1997.

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>	<u>Menthol, mg/cigt</u>
Kool Menthol KS	16.3	1.14	0.59
Kool Milds Menthol KS	11.7	0.94	0.55
Kool Lights Menthol KS	8.3	0.66	0.28

Natural Blend - Commonwealth Brands, Inc. (Reported 1/20/98)

Commonwealth Brands of Reidsville, NC introduced Premium Natural Blend. These cigarettes have an "all natural tobacco blend" and are available in six styles: Full Flavor King Size Box and 100 Soft Pack, Lights King Size Box and 100 Soft Pack, Menthol Lights 100 Soft Pack, and Ultra Lights 100 Soft Pack.

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>	<u>Menthol, mg/cigt.</u>
Natural Blend FF King Size Box	13.6	0.95	-
Natural Blend Lights King Size Box	10.4	0.79	-
Natural Blend Menthol Lights 100 SP	10.4	0.79	0.69

Natural American Spirit Lights King Size - Santa Fe Natural Tobacco Co. (Reported 4/2/98)

This is the first time this product has been received in a yellow pack.

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>
Natural American Spirit Lights KS (SP)	13.2	1.63